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Vol. 50, No. 2

RECEIVED
DEC 1979

October 1979

THE UNIVERSITY OF ALABAMA
CBER
COLLEGE OF COMMERCE & BUSINESS ADMINISTRATION

alabama business

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Alabama Business (ISSN 0002-4163), University, Alabama: Issued monthly without charge to businessmen and other observers interested in the Alabama economy. Second-class postage paid at University, Alabama 35486

Consumerism and the Elderly

by

Elizabeth B. Goldsmith*

Population trends in the United States indicate that people aged 65 years and older will soon represent 20% of the nation's population. Finding an appropriate and acceptable term to designate this age group presents a terminology problem. For example, in its broadest sense, the term *elderly* means an older person; but it usually conjures up the misleading image of a 98-year-old widow in a nursing home rocking chair. In reality, only about 5% of persons in the United States aged 65 and over are living in institutions. The vast majority are living independently in their own homes, allocating their financial resources to meet their daily needs. In this article, the term *elderly* refers to all people who are 65 years of age or older.

The elderly population in this country represents a potential market of more than $60 billion per year.[1] In fact, given the U.S. growth pattern, this group will soon represent more buying power than the currently much-sought-after "youth market." Despite this, there has been little scholarly research published about consumerism and the elderly, although an occasional article appears in marketing or consumer journals. A growing number of service articles are beginning to appear in popular magazines and newspapers in regard to retirement planning, social security, medicare, and specific consumer frauds directed against the elderly.

The 1971 White House Conference on Aging identified four basic areas which are of utmost concern to the elderly consumer: (1) increased product safety, (2) increased product and service information, (3) increased product and service selection, and (4) increased information feedback. This final area is extremely important since it identifies the need to develop means whereby older consumers may voice their opinions regarding the marketplace and its products to those in positions of authority in government and business.

Besides the sheer growth in the number of elderly consumers and the buying power they represent, there are societal factors involved in the growing political and marketplace power they represent. Senior citizens of today were adults during the Great Depression of the 1930s. For the most part, they did not expect government to solve their problems then, and they do not expect government to do so now. Many of them do not realize the scope of the services available to them, while others simply choose not to take advantage of such services.

The age groups just beginning to reach age 65, however, are currently living in an era of social services and will expect these services to continue. These people are accustomed to speaking up and asking for things, and they will put a lot of pressure on elected officials to provide for their needs.

Purchasing Methods of the Elderly

It is difficult to generalize about older people because of the many variations in health, incomes, families, environments, and personalities, but some beginning research has been done on the typical purchasing methods of the elderly. Based on this research, the following generalities can be made:

1. The elderly often have extreme brand loyalty. If they have bought a certain brand of detergent for 30 years, they probably will not switch to a store brand or a sale brand. This could be due to habit, stubbornness, rejection of new products, fear of risk, belief in advertisements, or ego significance (coming "down" to cheaper brands).
2. Many of the elderly do not understand unit pricing or open-dating. Often, unit prices on shelves and open-dating on products (for example, on milk) are very difficult for them to find and read.
3. Big chain stores are often not in elderly neighborhoods, and many of the elderly do not have transportation available to them to go out to these stores.
4. The elderly like the personal attention of clerks at the neighborhood "Ma and Pa" stores or the corner drug store. Although they may not get the best prices at these places, their need for social contact is fulfilled. Door-to-door salesmen also fulfill this need for social contact.
5. If the elderly are forced to save money, they will usually cut services first. Often the TV set or roof will go unrepaired. Many elderly may also forgo services because they fear having strangers in their house to do repairs.
6. Besides the proximity of stores and the personality of shopkeepers, when shopping the elderly also take into consideration the carrying of groceries, the crossing of busy streets, and the enduring of bad weather.
7. Many elderly who qualify for food stamps will not use them because food stamps "smack of charity," and many others do not even realize that they qualify to receive them. Food stamps are also difficult to purchase because they require a monthly excursion to the food stamp office—and transportation is often a major problem for the elderly.
8. The elderly, according to one study, prefer to shop in the morning, and 54% of them shop without specific buying plans.[2]
9. Older persons rely heavily on personal experience and the advice of friends and relatives in acquiring new product information.[3] They are also strongly influenced by advertising in newspapers and on television and radio because of the large amount of leisure time they have to consume these forms of mass media.
10. Older consumers use coupons less often than the population as a whole.

Consumer Fraud and the Elderly

Americans display a number of attitudes towards older people: they (1) prey on them, (2) ignore them, (3) help them, (4) accept them, (5) follow them. Unfortunately, there are a number of people in our society who take advantage of the elderly consumer through fraudulent schemes.

All age groups are exposed to some consumer frauds. For example, fraud areas such as bust developers and acne creams cause problems for teenagers and young adults. Some fraud areas, however, seem to be particularly directed at the elderly. The 1971 White House Conference on Aging made several

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[1]R. E. Klippel, "Marketing Research and the Aged Consumer: The Need for a New Perspective," *Journal of Academy of Marketing Science* 2 (Winter 1974): 243.

[2]J. Barry Mason and William O. Bearden, "Profiling the Shopping Behavior of Elderly Consumers," *The Gerontologist* 18 (October 1978): 456-57.

[3]Leon G. Schiffman, "Sources of Information for the Elderly," *Journal of Advertising Research* 11 (October 1971): 33-37.

recommendations of possible solutions for reducing crime against the elderly and also suggested that older people are particularly susceptible to fraud and confidence games. Studies have shown that the elderly have a tendency to trust "down to earth" types of salespeople and therefore are particularly open to door-to-door sales frauds. As the elderly proportion of the population increases, more and more attention will be paid to taking financial advantage of this age group.

The National Scene. Frauds are basically deceptions. Norman E. Bottoroff of the State of Hawaii Office of Consumer Protection provides a *Fact Sheet* in which "unfair and deceptive business practices" are defined as any act by a vendor which unfairly or deceptively: (1) induces a consumer to make a purchase through misrepresentation or through misleading or false advertising; (2) cheats a consumer out of what he is entitled to under the terms of an agreement through nondelivery of merchandise, intentional nonfulfillment of contract, or nonperformance of warranties or guarantees. Mr. Bottoroff notes, "There is little doubt that the elderly are more vulnerable to high pressure sales tactics than most segments of the population."

Several consumer experts from other states voice the same opinion as Mr. Bottoroff. They also agree that although young and old alike are subjected to consumer frauds, the elderly are the prime target. Laurie Smith of the State of Arkansas Office of Attorney General notes that Arkansas in particular has problems because it is second only to Florida in the percentage of resident senior citizens. Southern, warm weather states with high retiree populations thus seem particularly popular with con artists.

Frauds are not exclusively the concern of State Aging Commissions, State Consumer Protection Agencies, or Better Business Bureaus. Major Michael Donahoe of the Pennsylvania State Police provides full-time crime prevention troopers with a lesson plan entitled "Crimes of Fraud." The troopers use the lesson plan to present community programs. As Major Donahoe notes, "Crimes of fraud are particularly tragic when perpetrated against the elderly because the financial impact on fixed incomes is so great." The elderly cannot bounce back psychologically or financially from a fraud as well as most younger people can.

The Alabama Perspective. Beverly Hughes, former Education and Information Specialist of the State of Alabama Governor's Office of Consumer Protection, notes that the main frauds aimed at older people in Alabama relate to home improvements, door-to-door sales, exterminating jobs, mail order health insurance, automobile repairs and sales, and work-at-home schemes. Ms. Hughes says that door-to-door sales frauds work well on older people because they are lonely and enjoy having the company the salesperson provides. When the salesperson becomes insistent that they buy something, however, they feel threatened and often will sign anything to get the salesperson out of the house.

Ms. Hughes notes that the land sales frauds usually begin by the mailing of a letter to the elderly. The letter says they have won a prize if they will visit a land sales office. At the office, they often will not be given their prize unless they listen to an intensive land sales pitch. Sometimes, they end up buying land without even seeing it.

Tom Brassell, Consumer Services Coordinator for the State of Alabama Attorney General's Consumer Protection Division, feels that paying in advance is a major problem of the elderly because they tend to trust "contractors" that they shouldn't. Mr. Brassell indicates that other consumer problems faced by the elderly include: cemetery plot frauds; diet plan frauds; the buying of fountain-of-youth cosmetics; and the buying into fraudulent real estate developments where promises of clubhouses, tennis courts, electricity hookups, pools, etc. never become realities.

In interviews conducted last October, both Alabama consumer experts mentioned that their offices were severely understaffed and that they have therefore not developed any consumer educational materials specifically for the elderly. They stated that there is a need for the elderly to realize that, according to the Alabama Code, consumers can cancel home solicitations three days after a contract is signed and that they should never pay in advance for home improvements. In August 1979, Alabama Governor Fob James eliminated the State Consumer Protection Office by transferring it to Attorney General Charles Graddick's Consumer Protection Division. This move meant the dismissal of five consumer protection employees who were not classified as state merit system workers.

There is a need for elderly and community resource professionals to be aware of the different types of consumer frauds aimed at older people and of the laws and redress procedures available to them. It should be noted that Alabama is the only state in the nation without a Deceptive Trade Practices Act. In general, Alabama has been behind the rest of the nation in consumer legislation, enforcement, and education; this makes it a prime target for fraudulent schemes. This became painfully apparent in September following the devastation of Mobile and South Alabama by Hurricane Frederick. According to Attorney General Charles Graddick, "It didn't take 24 hours for the vultures around the country to descend on Mobile and Baldwin counties."

Meeting the Needs of Elderly Consumers

A 1978 study by Barry Mason and William O. Bearden[4] concluded that the following four points should be considered by those concerned with developing appeals and campaigns designed to assist the elderly as consumers:

1. Product information in making selections (e.g., price, contents, hazards) should be displayed in a readily usable context.
2. Data should be collected and disseminated on the savings and quality that can be realized through the purchase of store brands and the redemption of promotional coupons.
3. Information should be provided to the elderly concerning their rights and what actions to take when seeking redress following unsatisfactory purchase experiences. Efforts designed to familiarize the elderly with acceptable complaint behavior should increase their impact as consumers.
4. Research is needed that examines directly the changes in reported dissatisfaction and complaint behavior that occur with aging. Less overt actions and stated dissatisfaction for the aged may simply be due to the desire not to appear old, and consequently a further source of isolation and alienation, rather than to any lessened sensitivity to unfairness.

It is predicted that more and more elderly consumers will demand restrictive legislation if their needs are not met through the free efforts of the marketplace. The political strength of the elderly is apparent, so it is naive for business and industry to think they can ignore elderly consumer needs or complaints. The old admonition of *caveat emptor*, "let the buyer beware," is being rapidly succeeded by the call to "let the buyer be aware" as more and more people recognize the benefits of becoming better educated consumers. Education and cooperative efforts between government, business, and consumer advocates can help meet the elderly consumers' needs; if these endeavors are not successful, then we may see an increase in activity by organizations of the elderly to pressure government into enacting legislation designed to provide them with more power and protection in the marketplace.

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[4]Mason and Bearden, 454-55.

Trends of the Real Estate Market

by

Mary Alice Hines*

As the recession of 1979 progresses, some portions of the real estate market in the United States are thriving. For example, condominium residential sales are strong in major cities due to the unavailability of rental apartment space as well as to the tax needs of city-dwellers receiving higher personal incomes. (Higher incomes place taxpayers into higher income tax brackets; the purchase of a condominium by a city-dweller gives him or her additional deductions from federal income taxes for mortgage interest and property tax payments.) Other portions of the market, however—particularly those related to single-family and multifamily rental housing—are experiencing reduced sales and development activities.

The Housing Market

The increasing costs of house construction, particularly in the form of increasing lot prices, have driven the median price of a new house much higher than the median price of an existing house. From May 1978 to May 1979, the *median* price of a new house rose 13%, from $55,700 to $62,900; the median price of an existing house rose 17%, from $47,800 to $55,900. The lower price, as well as the investor's possibility for greater capital appreciation, has thus made the purchase of existing homes attractive. In fact, approximately 5½ existing, single-family, detached houses are sold for every new one sold.

If capital appreciation is viewed in terms of *average* house prices from May 1978 to May 1979, new house prices increased by 14.6%, from $62,300 to $71,400; existing house prices increased by 17%, from $54,800 to $64,200. It should be noted, however, that the average house price is significantly affected by the extremely high house prices experienced recently in California and in older, major cities of other areas of the country.

House prices are not increasing in all areas. Some areas—particularly in the Midwestern states of Michigan, Ohio, Illinois, and Indiana—are experiencing stable and, in places, reduced house prices. Moreover, the salability of single-family houses in extremely distant suburban areas of major cities is declining due to the energy situation. The rapid increase in energy costs appears to be resulting not only in homeowner preference for closer-in suburban areas, where commuting to work involves less travel, but also in the construction of smaller houses which are better insulated.

Another feature of today's real estate market is the decreasing affordability of housing. With the higher mortgage rates, average mortgage debt service payments have increased from approximately $360 in 1978 to approximately $450 in mid-1979. Although homes continue to be sold, financing is increasingly based on two-income households, contributions of downpayment monies from relatives, and realized equity from previous home sales.

In addition, graduated-payment mortgages and mortgages financed from tax-exempt municipal bond issues make possible the suburban and central city living of families who cannot finance their houses under traditional mortgage financing and credit guidelines. Graduated-payment mortgages, which are FHA-insured and conventionally financed, now make up 15% to 20% of the house mortgage lending volume in some areas. Graduated payments may be set up on either 5- or 10-year plans, with payments starting lower than standard mortgage payments but increasing each year by small increments until at their top point they are actually higher than standard mortgage payments. The passage of enabling legislation by many state legislatures has made possible the local sale of tax-exempt municipal bonds for housing finance.

Since the Federal Home Loan Bank Board granted approval for the financing of houses by federally chartered savings and loan associations with variable rate mortgages, VRM mortgage financing has become more prevalent in all sections of the country. VRM payments start at the market rate of interest; at the end of each six-month period, if a sufficient change has occurred in the money capital market index, then the interest rate will be adjusted either up or down to reflect the new market rate of interest. Previously, only state-chartered savings and loans and commercial banks were permitted to offer VRMs with state legislative approval. The use of VRM house financing promises to be more pervasive in the future.

Commercial Real Estate Development

Office building development and construction is currently booming in most major cities. The major lenders, as well as domestic and foreign investors, have noted the lack of well-designed office space for the expanding office-space clientele. As a result, millions of square feet of office space are being constructed in the central cities of major metropolitan areas. Moreover, office-space development is only one part of the move toward redevelopment of central business districts.

Even though suburban shopping center development involving super-regional and regional centers is declining, retail integrated development is progressing in redeveloped central business districts of major cities and in selected sites of small and medium-sized urban communities. Specialty shopping centers have been or are being constructed in downtown areas of such cities as Boston, Baltimore, Chicago, and Philadelphia. In general, however, shopping centers are getting smaller, and the storeroom tenant is being asked to generate the same projected sales with less square footage of storeroom area. Parking spaces of many shopping center parking lots are also declining in square footage. This reflects the current trend toward smaller cars and the developers' expectation that the trend will continue. Theoretically, more cars may be parked in the same shopping center lot or the developer may reduce the size of the usable parking area for the same expected automobile volume.

Both domestic and foreign investors are being attracted to the capital appreciation possibilities of income property as well as to the inflation-proof leases in which payments increase with the sales volume of a commercial property's tenants. The percentage net leases particularly appeal to the foreign investor. Even though cash flow yields of income properties tend to be relatively low, the investor may appreciate the tax shelter and capital appreciation opportunities. The higher mortgage rates for income property financing tend to drive down the market values of income properties, but the percentage leases tend to give the investor inflation protection.

Mortgage Financing and Investment

As inflation continues, mortgage monies are disappearing and mortgage rates are rising. Savers are now placing their monies directly into Treasury bills, money-market mutual

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funds, and other such direct-investment media rather than depositing them with traditional financial institutions such as commercial banks, savings and loan associations, and mutual savings banks. Since the mortgage rate is said by many to be a composite of the real rate of interest of 3% to 4% and a rate representing inflation, the inflation portion would be approximately 8% to 9% at the present time. Moreover, as inflation continues in 1979 and 1980 and mortgage monies become scarcer, the mortgage rates are expected to rise.

Second loans from financial institutions to finance houses are also becoming more common, and wraparound loans, which are junior mortgages, are often utilized to finance income properties. Lender participation in income property cash flows and gross revenues is expected to increase in the future. Heavy dependence on the secondary mortgage market institutions is expected to continue since both the Federal Reserve and the Federal Home Loan Bank Board are discouraging borrowing by members through an increase in rediscount rates. The regulators are trying to reduce and control the money supply as a part of the government's efforts to lower inflation, and raising rediscount rates and selling Treasury securities to member institutions are two of the devices being used to control the growth of the money supply.

Economic forces in action today tend to promote national real estate marketing systems rather than the historical local marketing systems. Franchise real estate marketing chains, for example, are expanding into all corners of the United States. Some companies—including Coldwell Banker and Merrill Lynch—are buying independent real estate brokerage firms all over the country. Investment bankers and brokerage firms have had subsidiaries for the sale of real estate syndicate shares and limited partnership interests for some time. Now, however, these investment subsidiaries are marketing income property ownership to foreign as well as domestic investors.

Conclusion

In summary, today's real estate market reflects a variety of trends. These include a tendency toward national rather than local real estate systems, an increase in the amount of foreign investment in American real estate, and a decrease in sales volume in the housing market because of generally rising prices and a scarcity of mortgage funds. Observers are now waiting to see if real property prices will continue to rise and to see the extent to which future land development will be affected by the energy crisis.

Sources of Data for "General Business Indicators for Alabama"

Industrial

Coal: U.S. Department of the Interior, Bureau of the Mines, *Mineral Industry Surveys*, Weekly Coal Report, and *Minerals Yearbook*.
Cement: U.S. Department of the Interior, Bureau of the Mines, *Mineral Industry Surveys*, Cement Monthly.
Coke: U.S. Department of the Interior, Bureau of the Mines, *Mineral Industry Surveys*, Coke and Coal Chemicals.
Cotton: U.S. Department of Commerce, Bureau of the Census, *Current Industrial Reports*, Series M22P.
Crude oil: State of Alabama, Oil and Gas Board, *Production Report*.
Electric energy: Alabama Power Company and Tennessee Valley Authority, Special tabulations.
Pig iron and steel ingot (four-states): American Iron and Steel Institute, *Pig Iron and Raw Steel Production*.
Pulp, paper, and paperboard: Special tabulations from individual paper companies.
Steel ingot index (Alabama): Republic Steel Corporation and U.S. Steel Corporation, Special tabulations.

Construction

Building contracts: McGraw-Hill Information Systems Company, F. W. Dodge Division, *Dodge Construction Potentials*.
Cement: See *Cement* under *Industrial*.

Finance

Insurance: Life Insurance Marketing and Research Association, *Monthly Survey of Life Insurance Sales in the United States and Canada*.
Savings in savings and loan: Fourth Federal Home Loan Bank District, *Selected Balance Sheet Data*.
Tax collections: Alabama Department of Revenue, *Comparative Statement of Collections*.

Prices

Consumer prices and purchasing power of the dollar: U.S. Department of Labor, Bureau of Local Statistics, *Consumer Price Index*.
Producer prices: U.S. Department of Labor, Bureau of Labor Statistics, *Producer Price Index*.
Prices received by Alabama farmers: U.S. Department of Agriculture, Alabama Crop and Livestock Reporting Service, *Prices*.

Labor Force and Employment

State: Alabama Department of Industrial Relations, *Alabama Labor Market* and *Statistical Bulletin*.
Counties: Alabama Department of Industrial Relations, Special tabulations.

Trade

Foreign: U.S. Department of Commerce, Bureau of the Census, Special tabulations and microfiche, SM305 and SM705.
Shipments by water: Alabama State Docks, *Port of Mobile Tonnage Report*.
Electric energy: See *Electric energy* under *Industrial*.
Gasoline sales: Alabama Department of Revenue, Special tabulations.
Passenger car registrations: R. L. Polk and Company, National New Vehicle Registration Service, *Passenger Cars Service "D"*.
Retail sales: Alabama Department of Revenue, Computer tapes.

Building Activity—Cities

Building permits: U.S. Department of Commerce, Bureau of the Census, Special tabulations from the Construction Statistics Division.

Alabama Business at a Glance

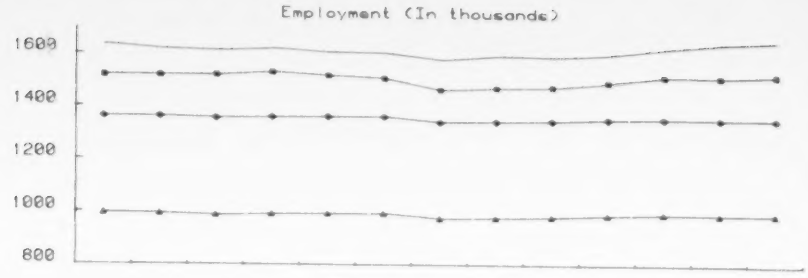
(JULY 1978 - JULY 1979)

Civilian labor force

Total employment

Nonagricultural employment

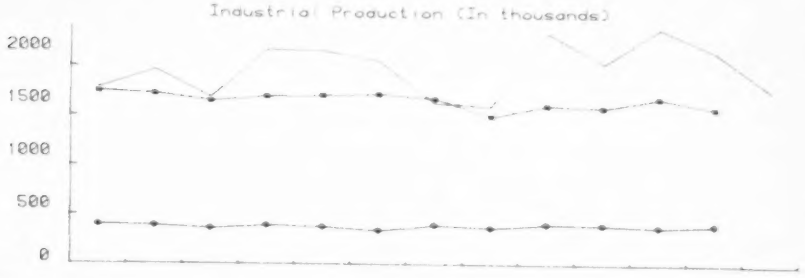
Nonmanufacturing employment



Bituminous coal (net tons)

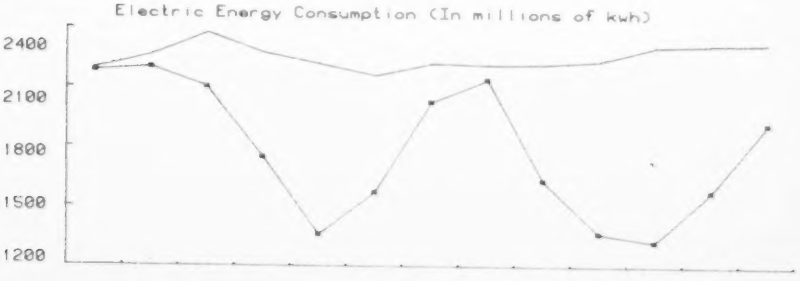
Crude oil and condensate (barrels)

Pulp, paper, and paperboard (net tons)



Industrial purposes

Nonindustrial purposes



Residential

Nonresidential

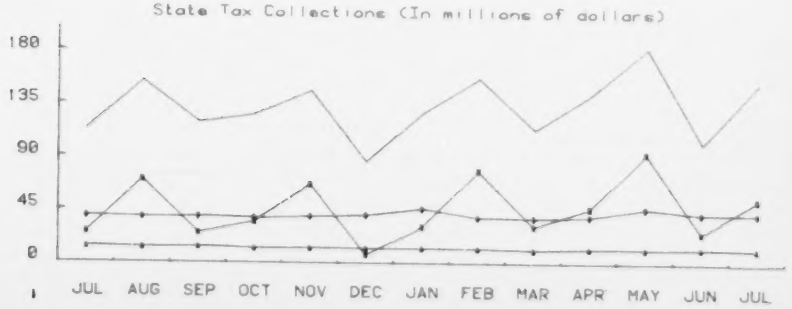
Public works and utilities

Total

Income

Sales

Gasoline, excluding aviation fuel



GENERAL BUSINESS INDIC[illegible] FOR ALABAMA

Type of Activity	Annual		197[illegible]						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
INDUSTRIAL															
Bituminous coal production[1] (*1,000 net tons*)	21,220	19,326	1,784	1,967	1,682	2,17[illegible]	2,15[illegible]	2,056	1,625	1,595	2,344	2,034	2,390	2,150	1,756
Cement shipments (*1,000 net tons*)	2,356	2,900	268	331	282		222	189	170	160	239	275	264	255	.....
Coke production (*1,000 net tons*)	4,083	3,670	314	319	344	369	369	366	367	360	396	370	392	397	.....
Cotton consumption (*1,000 lbs.*)	420,318	412,082	26,250	33,879	34,356	34,144	40,458	30,744	34,201	30,829	36,388	32,529	33,534	.....	.....
Crude oil and condensate production (*1,000 barrels*)	18,411	19,824	1,742	1,719	1,649	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	.....
Electric energy consumption, industrial purposes (*1,000,000 kwh*)	25,747	27,073	2,297	2,365	2,476	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427
Pig iron production (*1,000 net tons*)	3,014	3,417	308	273	277	310	275	286	299	305	339	286	334	338	332
Pulp, paper, and paperboard production (*1,000 net tons*)	4,501	4,455	390	382	356	387	372	337	393	365	404	395	377	398	.....
Steel ingot production, adjusted index (*1967 = 100*)	82.7	93.2	91.8	87.5	94.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6	90.0
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] (*1,000 net tons*)	3,959	4,265	369	347	354	392	352	368	372	358	411	370	412	377	386
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] (*$1,000*)	1,980,024r	2,649,314	190,451r	182,258	266,854	226,681	187,097	162,414	191,706	152,064	222,302	634,517	243,317	196,589r	151,326
Residential	1,016,144r	1,304,837	108,011r	121,438	97,227	137,510	88,365	85,667	80,583	97,033	99,449	88,334	104,524	87,394	71,874
Nonresidential	593,847r	658,761	54,057r	29,614	128,712	36,233	49,530	29,385	79,159	46,131	56,659	53,305	99,508	41,615r	47,016
Public works and utilities	370,033r	685,716	28,383r	31,206	40,915	52,938	49,202	47,362	31,964	8,900	65,286	492,879	39,284	67,580r	32,436
Cement consumption (*1,000 net tons*)	1,410	1,496	128	151	129	149	117	104	65	77	126	108	126	122	.....
FINANCE															
Insurance sales, ordinary life (*$1,000*)	4,388,334	4,993,002	401,520	470,780	422,418	429,125	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023
Savings in savings and loan associations[4] (*$1,000,000*)	3,332	3,775	3,607	3,629	3,688	3,709	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954
Tax collections (*$1,000*)															
Total	1,320,681	1,477,673	113,328	154,493	119,069	125,995	146,423	86,045	127,816	157,198	113,632	143,612	182,986	101,688	154,192
Franchise	33,784	37,481	1,630	4,723	4,347	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588
Gasoline (excl. aviation)	144,949	150,919	13,357	12,903	13,586	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893
Income	420,817	493,972	25,605	70,449	25,448	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075
Motor fuels	23,474	26,791	1,849	2,457	1,872	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764
Sales	415,947	456,694	39,243	38,535	39,086	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738
2.2% Gross receipts	20,168	25,861	6,179	99	3	6,794	56	8	6,731	106	30	6,669	199	.....	6,824
TVA electric	19,109	19,652	1,360	1,360	5,576		1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598
Tobacco	50,630	52,099	4,631	4,698	4,437	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871
Use	50,981	51,435	7,544	5,156	542	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732
Utility	70,910	79,978	5,631	6,899	7,512	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280
PRICES															
Consumer Price Index, U.S.[5] (*1967 = 100*)															
All items	181.5	195.4	196.7	197.8	199.3	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9
Food	192.2	211.4	215.0	215.4	215.6	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9
Housing	189.6	202.8	203.8	205.2	207.5	209.5	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5	228.4
Fuel and utilities	202.2	216.0	218.0	218.1	218.8	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5
Apparel and upkeep	154.2	159.6	158.0	159.6	161.9	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3
Transportation	177.2	185.5	187.2	188.1	188.7	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6
Medical care	202.4	219.4	219.4	221.4	222.6	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9
Energy	.....	220.4	222.4	223.7	225.1	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1
Producer Price Index, U.S.[6] (*1967 = 100*)															
All commodities	194.2	209.2	210.6	210.4	212.3	214.9	215.7	217.5	220.8	224.1	226.7r	229.7	231.6	233.1	236.6
Industrial commodities	195.0	209.3	209.9	211.2	212.4	214.7	216.0	217.2	220.0	222.5	225.4r	228.6	231.1	233.5	237.2
Index of prices received by Alabama farmers (*1966-68 = 100*)	184.0	206.0	217.0	206.0	211.0	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	.....
Purchasing power of the dollar, U.S. (*1967 = $1.000*) As measured by															
Consumer prices	.551	.512	.508	.506	.502	498	495	493	489	483	478	473	467	462	457
Wholesale prices	.515	.478	.475	475	471	465	464	460	453	446	442	435	432	429	423
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force (*1,000 workers*)	1,534.0	1,593.0	1,635.0	1,618.5	1,612.4	1,621.0	1,606.2	1,603.9	1,879.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,653.2
Unemployment	114.0	101.0	117.4	100.6	93.2	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	131.1
Unemployment rate	7.4	6.3	7.2	6.2	5.8	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	7.9
Employment	1,420.0	1,492.0	1,517.6	1,517.9	1,519.2	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,522.1
Nonagricultural	1,269.2r	1,336.3	1,360.5	1,361.6	1,355.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,353.8
Manufacturing	354.3r	365.3	366.3	369.4	369.2	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	361.5
Durable goods	165.8r	178.7	180.6	181.1	181.5	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.0
Lumber and wood products	28.9r	30.0	30.6	30.7	30.5	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1
Stone, clay, glass products	10.3r	10.8	11.0	10.9	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6
Primary metals	42.2r	44.6	44.4	45.1	44.9	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4
Blast furn. and steel works	17.4r	18.4	18.6	18.6	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.[illegible]	18.8
Iron and steel foundries	13.6r	14.7	14.7	14.9	14.8	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	13.[illegible]	14.0
Fabricated metals	24.8r	25.3	25.1	25.3	25.1	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.3
Machinery (incl. electrical)	27.0r	31.2	31.7	31.2	32.0	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.5
Transportation	17.9r	20.1	20.9	20.8	21.2	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3
Other durable goods	14.7r	16.7	16.9	17.1	17.0	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.8
Nondurable goods	188.5r	186.6	185.7	188.3	187.7	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	181.5
Food	27.3	27.3	27.5	27.6	27.7	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.1
Textile mill products	47.2r	45.6	45.4	45.6	45.8	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.6
Apparel	52.5r	52.9	50.9	53.5	53.7	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	49.6
Paper and allied products	20.2r	19.4	20.0	19.8	19.3	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.4
Printing and publishing	9.6r	9.9	10.0	10.0	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8
Chemicals and allied products	15.1	15.2	15.4	15.3	15.3	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7
Rubber products	13.0r	13.1	13.2	13.1	13.2	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.7
Other nondurable goods	3.6r	3.2	3.3	3.4	3.8	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6
Nonmanufacturing	914.9r	971.0	994.2	992.2	986.1	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	992.3
Mining and quarrying	13.9r	13.6	15.9	16.0	16.0	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	16.0
Bituminous coal mining	10.1r	9.8	12.0	12.1	12.0	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	12.0
Contract construction	75.9	79.6	84.6	84.2	83.7	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	82.3
Trans., comm., and utilities	65.0r	69.2	71.1	71.2	71.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.7
Trade	259.1r	268.9	271.5	272.2	273.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	272.4
Wholesale	70.8r	71.4	73.3	73.0	74.1	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.0
Retail	188.3r	196.5	198.2	199.2	199.8	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	198.4
Finance, insurance, real estate	55.4r	57.6	58.6	58.6	58.3	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.4
Service and miscellaneous	179.3r	192.0	193.7	194.4	195.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	198.4
Government	266.3r	290.1	298.8	295.6	288.0	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.1
Federal	63.1r	64.3	64.8	64.7	64.5	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.6
State and local	203.2r	225.8	234.0	230.9	223.5	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.5

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept	Oct	Nov	Dec	Jan.	Feb.	Mar.	April	May	June	July
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	23,746	26,571	22,052	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	.....
Nonagricultural placements	115,250	109,979	15,291	11,979	9,243	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	.....
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	34,622	21,778	16,645	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	.....
Payments *($1,000)*	108,675	107,482	8,355	9,315	7,030	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	.....
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,685	13,469	13,225	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	13,961
	4.2	6.5	8.3	6.7	5.7	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.7
Baldwin	27,495r	29,408	31,062	29,943	30,006	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,917
	6.7r	6.0	7.9	5.6	5.8	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	7.9
Barbour	10,712r	11,180	11,235	11,388	11,343	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,669
	8.0	7.1	8.7	7.5	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.3
Bibb	4,689r	5,124	4,808	5,230	5,136	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	4,965
	10.0r	9.4	8.5	11.1	6.8	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.5
Blount	13,097r	13,606	13,823	13,593	13,940	14,232	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,095
	7.1	5.8	5.8	4.6	4.7	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.8
Bullock	4,143r	4,254	4,278	4,334	4,635	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,333
	6.3r	7.0	7.7	9.1	8.1	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2
Butler	8,119r	8,373	8,743	8,581	8,583	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	8,594
	6.0	6.2	12.4	5.9	6.0	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	7.8
Calhoun	41,669r	42,709	43,698	42,585	42,156	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,518
	9.1r	7.3	8.6	6.9	6.7	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.3
Chambers	17,508r	17,603	18,091	17,883	17,740	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,781
	4.6	5.3	6.0	5.1	5.2	5.5	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.2	13.8
Cherokee	8,912r	9,432	9,059	9,564	9,934	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,750
	6.9	5.7	7.7	6.0	4.5	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.2
Chilton	11,540r	11,931	12,006	11,895	12,073	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,904
	8.0r	7.3	7.4	7.0	8.5	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.5
Choctaw	5,164r	5,353	5,592	5,350	5,502	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,624	5,131
	8.3r	7.2	10.1	6.0	6.4	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	14.6
Clarke	9,758r	9,790	9,980	9,632	9,599	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,790
	8.1r	8.2	10.5	8.1	6.8	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.9
Clay	5,375r	5,674r	5,912	5,691	5,829	5,919	5,819	5,743	5,688	5,787	5,731	5,825	5,934	5,844	5,904
	6.1	6.1	8.2	5.9	5.2	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.3
Cleburne	4,556r	4,632	4,811	4,751	4,884	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,144
	5.0	5.5	6.5	4.0	3.8	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	5.2
Coffee	16,878r	18,137	18,653	18,670	18,791	18,941	18,798	18,859	18,698	19,164	19,187	19,230	19,590	19,594	20,315
	6.3r	4.9	5.6	4.5	3.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4
Colbert	21,544r	22,115	22,270	22,296	22,351	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,334
	9.9	7.2	6.4	5.9	6.0	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.4
Conecuh	5,993r	6,584	6,881	6,761	6,864	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,076
	7.5r	5.8	7.5	5.3	4.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.4
Coosa	4,557r	4,839	4,890	4,892	4,924	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,295
	6.5r	5.3	6.8	5.7	5.0	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8
Covington	15,004r	15,357	17,021	15,336	15,410	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,508
	7.4r	5.7	7.3	5.1	4.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.2
Crenshaw	5,974r	6,431	7,185	6,409	6,521	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,419
	5.7r	5.4	7.1	5.2	5.1	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.5
Culiman	24,183r	24,681	24,660	24,295	25,278	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,838
	8.6	6.5	6.3	6.0	5.7	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.6
Dale	10,135r	10,171	10,411	10,224	10,321	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,603
	9.8	6.7	8.3	6.2	5.2	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.1
Dallas	21,675r	20,769	21,139	21,150	20,775	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	21,135	21,786
	9.3r	8.8	9.0	8.8	7.7	7.2	7.7	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.4
DeKalb	23,215r	24,498	25,828	25,645	25,068	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,297
	7.7	6.0	7.7	5.4	4.8	4.7	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	7.0
Elmore	15,217r	17,699	18,566	18,490	18,311	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,371
	5.0	4.8	5.1	4.6	4.4	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.6
Escambia	15,117r	14,989	16,940	15,473	14,787	15,494	15,408	15,543	15,468	15,650	15,487	15,509	15,776	16,003	16,396
	8.7	6.8	9.8	6.4	5.7	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.8
Etowah	37,982r	39,597	40,459	39,857	39,623	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,470
	9.0r	7.0	7.3	6.5	6.2	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9
Fayette	9,020r	9,637	9,910	9,795	9,813	9,855	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,416	9,518
	7.6r	6.0	6.2	5.0	4.5	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	6.8
Franklin	11,020r	11,067	11,400	11,224	10,866	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,620
	9.4r	7.7	8.0	6.9	5.9	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.3
Geneva	10,118r	10,397	10,883	10,589	10,922	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,703
	9.6r	6.2	7.2	5.3	4.4	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	8.1
Greene	3,678r	4,332	4,507	4,417	4,403	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,081
	16.2	10.0	9.0	8.3	8.3	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	14.8
Hale	4,769r	4,811	5,218	4,728	4,857	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,044
	12.5r	10.6	13.9	8.4	7.7	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.4
Henry	6,195r	6,776	6,929	7,031	7,254	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,832
	5.9	6.9	8.3	7.5	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.3
Houston	35,761r	38,083	38,664	39,645	39,233	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,446
	5.3r	5.3	6.8	5.4	5.0	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5
Jackson	20,465r	20,333	20,952	20,616	20,804	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,168
	10.0r	6.9	8.3	6.8	6.1	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.1
Jefferson	306,289r	302,793r	305,353	303,542	301,101	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	309,566
	6.7r	5.4	5.8	5.0	5.1	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	5.9
Lamar	6,837r	7,949	7,953	7,767	8,065	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,054
	5.3r	5.5	10.7	4.7	4.4	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.2
Lauderdale	30,565r	32,496	33,466	33,222	33,132	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	33,865
	7.3	5.9	6.7	5.4	5.0	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.5
Lawrence	10,521r	12,566	13,194	13,147	13,259	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,380
	9.7r	7.3	7.3	6.2	6.0	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.1
Lee	29,544r	31,733r	32,163	31,782	31,494	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,562	32,003
	4.2r	4.0	5.7	4.2	4.1	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	4.8
Limestone	18,477r	19,819	20,579	20,271	20,303	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,072
	7.8	6.6	7.2	6.7	6.1	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.4
Lowndes	4,000r	4,376	4,513	4,545	4,564	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,425
	10.2	7.4	9.0	8.0	8.5	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	8.6
Macon	7,104r	7,231	7,443	7,490	7,273	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,217
	7.5r	6.4	7.5	7.9	7.3	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.4
Madison	84,800r	86,159r	87,265	87,882	86,769	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	90,825
	7.6	6.1	5.9	7.4	5.4	5.5	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.3	7.5
Marengo	8,718r	8,839	9,298	8,931	9,076	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,862
	9.0r	6.8	8.7	6.1	5.9	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.1
Marion	10,954r	11,612r	11,898	11,585	11,758	11,755	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,081	12,090
	6.2	6.6r	7.6	5.2	5.3	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	9.9
Marshall	24,156r	27,349	29,296	28,365	28,381	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,631
	7.3	7.1	9.3	7.2	6.4	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3
Mobile	145,471r	149,460r	153,594	150,988	150,774	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,762
	8.5r	7.2	7.6	7.1	6.9	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.3

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,937	11,643	11,813	11,740	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,439
	7.7r	6.8	9.8	5.8	5.4	5.9	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.2
Montgomery	80,505r	83,586r	85,309	85,129	84,182	84,720	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,424
	6.2r	5.5	6.3	6.0	5.7	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.2
Morgan	33,631r	34,984r	35,500	36,044	35,395	35,638	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,625
	7.9r	6.5r	6.8	6.9	5.6	5.5	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.7
Perry	4,456r	4,610r	4,821	4,651	4,867	4,852	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,040
	9.4r	8.4	10.2	9.3	8.1	7.0	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	10.9
Pickens	8,401r	8,101	7,981	8,155	8,072	8,050	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	7,789
	9.1r	8.7	9.0	7.9	7.7	7.6	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.4
Pike	12,120r	12,457	12,922	12,380	12,324	13,188	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,130
	5.5	5.2	6.2	5.6	5.4	4.6	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.1
Randolph	8,007r	8,140	8,461	8,201	8,384	8,516	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,979
	8.0	10.4	13.7	10.9	10.6	9.0	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.6
Russell	18,397r	18,407	18,655	18,780	18,619	18,414	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,613
	8.1r	7.2	7.8	7.8	7.7	6.7	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0
St. Clair	11,759r	15,399	16,802	16,734	16,578	16,662	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,189
	6.6r	4.9	5.1	4.5	4.5	4.7	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1
Shelby	17,057r	22,682	25,132	25,031	24,686	24,546	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,077
	6.2r	6.5	8.2	7.7	7.2	6.4	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0
Sumter	6,527r	6,571	6,693	6,541	6,839	6,894	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,401
	6.3r	5.9	7.8	7.1	5.3	6.4	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	8.2
Talladega	26,283r	26,864	27,854	27,329	26,932	27,183	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	28,263
	9.4r	8.3	10.3	8.9	7.4	7.6	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1
Tallapoosa	15,852r	16,081	16,447	16,267	16,063	16,131	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,599
	5.7	5.5	6.3	5.6	5.0	5.3	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.4
Tuscaloosa	51,787r	51,592	50,605	51,397	51,097	51,502	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	50,449
	7.0	6.9	7.4	6.7	5.6	5.3	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.1
Walker	22,896r	28,938	31,455	30,920	30,628	30,654	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,133
	7.1r	6.8	7.7	5.9	5.9	5.7	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6
Washington	6,772r	5,654	5,787	5,626	5,761	5,682	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,866
	6.3r	10.1	12.6	11.4	10.4	9.8	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.1
Wilcox	4,676r	4,861r	4,915	5,079	5,068	5,208	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,390
	11.1r	7.1	7.4	6.5	6.4	6.0	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.3
Winston	6,771r	7,432	7,392	7,532	7,585	7,632	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,501
	10.1r	8.9	8.4	7.9	6.8	6.6	6.6	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.6
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	125,505	78,470	111,479	60,644	142,941	33,938	49,055	39,032	.....	.....	.....	.....	.....
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	5,644	3,210	4,478	1,652	3,775	671	1,007	1,210	.....	.....	.....	.....	.....
Exports															
Value *($1,000)*	708,588r	913,311	73,256	66,736	62,040	100,519	75,010	69,267	63,685	67,597	.....	.....	.....	.....	.....
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	1,192	939	639	900	732	522	498	696	.....	.....	.....	.....	.....
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	3,580	4,194	2,754	2,898	2,836	2,800	2,374	2,419	3,142	3,603	3,051	.....	.....
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	21,866	22,495	2,284	2,303	2,202	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	185,047	194,090	177,648	184,223	177,758	182,386	176,921	161,156	179,910	.....	.....	.....	.....
New passenger car registrations[10] *(number)*	178,909	176,113	15,955	16,506	11,630	14,842	12,994	14,860	13,889	12,925	15,562	15,526	17,359	.....	.....
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	233	230	234	223	228	248	224	223	250	238	249	274	170
General stores with food and gas	158	188	17	17	17	17	16	17	16	15	18	18	19	21	19
General merchandise	1,636	1,778	141	149	140	146	174	269	119	120	146	155	158	150	87
Apparel	386	423	32	36	34	36	38	63	32	28	37	40	36	34	31
Furniture, furnishings, etc.	412	461	39	40	39	38	40	48	38	37	42	39	43	42	42
Automotive	2,349	2,708	243	248	216	244	214	203	205	210	261	235	248	220	211
Gasoline service stations	851	859	77	80	73	74	71	77	72	67	82	78	83	87	82
Lumber and building materials	728	850	74	76	77	81	77	67	60	57	76	73	83	81	82
Hardware and farm implements	365	423	36	37	34	41	36	33	27	28	37	40	39	37	31
Eating places	690	809	70	72	69	69	67	71	65	64	77	75	78	75	71
Drug stores	334	362	28	30	29	30	30	33	34	32	33	32	36	32	32
All other retail	1,763	1,968	157	164	161	168	162	193	155	152	185	187	208	186	153
Total sales by retail concerns	12,108	13,537	1,148	1,177	1,124	1,167	1,154	1,327	1,046	1,032	1,245	1,209	1,279	1,240	1,012
Nonretail and unclassified concerns	4,026	4,573	364	409	376	429	417	449	348	379	433	406	460	445	377
Total all sales at retail	16,135	18,110	1,512	1,586	1,500	1,596	1,571	1,777	1,394	1,411	1,678	1,614	1,739	1,685	1,389
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	31,214	34,757	31,846	33,511	30,552	35,344	27,131	26,206	36,288	32,416	38,609	33,842	27,908
Birmingham	4,328,519	4,856,558	411,661	421,669	401,529	439,224	424,015	481,424	398,960	388,330	452,548	442,018	459,584	450,720	377,713
Florence	400,209	462,969	40,312	41,741	37,880	39,246	39,264	45,810	36,557	35,507	44,062	41,780	45,583	42,634	34,862
Gadsden	320,993	371,328	32,893	33,264	31,657	33,003	31,417	34,554	29,174	28,481	34,737	33,930	35,628	34,314	29,723
Huntsville	1,007,895	1,110,227	95,765	99,301	89,814	98,122	95,021	102,007	83,010	82,453	102,617	98,851	106,283	98,069	86,705
Mobile	1,549,980	1,757,700	150,637	150,884	138,725	144,398	142,549	157,732	136,673	131,209	159,015	157,927	163,178	153,445	121,645
Montgomery	1,024,454	1,196,843	99,797	106,045	99,436	103,684	100,905	109,118	87,070	94,602	108,796	104,628	109,747	108,357	82,150
Tuscaloosa	432,745	474,953	38,448	42,121	42,063	41,010	41,471	44,109	37,350	36,539	41,786	40,758	43,617	42,193	35,863
Counties															
Autauga	74,313	85,288	7,366	7,080	6,627	6,887	6,404	6,499	6,569	7,692	7,867	8,286	7,920	7,870	5,839
Baldwin	239,838	273,318	24,359	23,990	21,350	22,099	21,306	21,996	19,554	19,759	25,496	24,982	27,471	27,974	23,103
Barbour	52,971	56,554	4,580	4,629	4,623	4,543	4,312	5,548	4,229	4,256	5,371	5,259	5,469	5,205	3,869
Bibb	24,809	27,255	2,233	2,480	2,248	2,299	2,400	2,406	2,021	1,923	2,295	2,269	2,422	2,590	2,214
Blount	76,414	76,382	6,439	7,017	6,120	6,722	6,139	6,708	5,615	5,324	7,057	6,570	7,404	8,176	7,088
Bullock	23,073	24,934	2,219	2,022	2,078	2,033	2,322	2,304	2,314	2,275	2,348	2,156	2,408	2,497	2,214
Butler	51,764	59,353	4,983	5,163	4,914	5,077	4,524	5,650	4,865	4,302	5,489	5,160	5,591	5,432	4,512
Calhoun	336,906	378,338	31,214	34,757	31,846	33,511	30,552	35,344	27,131	26,206	36,288	32,416	38,609	33,842	27,908
Chambers	61,409	68,953	5,762	6,043	5,940	6,117	6,384	6,291	6,005	5,407	6,777	6,695	7,015	7,371	6,450
Cherokee	42,290	46,189	3,565	3,599	3,625	5,451	4,324	4,142	3,431	3,253	4,549	4,490	4,823	4,627	3,764
Chilton	63,615	72,620	6,242	6,174	5,810	6,251	6,098	6,624	5,614	5,682	7,005	6,452	7,319	6,987	5,632
Choctaw	31,962	37,245	3,084	3,242	2,985	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,564	3,618	3,153
Clarke	83,401	88,097	7,719	7,406	7,103	7,513	7,080	8,320	6,835	6,396	7,665	7,857	8,010	8,150	6,238
Clay	23,313	25,712	2,155	2,114	2,157	2,484	2,247	2,408	2,033	1,917	2,259	2,175	2,160	2,221	2,104
Cleburne	17,457	18,[illegible]	1,652	1,665	1,447	1,604	1,705	1,516	1,321	1,481	1,783	1,675	1,744	1,780	1,507
Coffee	109,147	127,[illegible]46	10,833	11,310	10,555	10,841	10,577	12,055	10,484	11,432	12,910	12,848	13,400	11,656	10,492

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept	Oct.	Nov	Dec	Jan	Feb	Mar	April	May	June	July
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	19,546	20,286	18,128	18,723	18,281	20,964	18,841	18,853	21,486	20,780	23,696	21,705	16,285
Conecuh	35,603	38,525	3,531	3,442	3,284	2,990	2,744	3,143	3,091	2,635	3,439	2,954	3,225	2,887	2,510
Coosa	13,601	14,895	1,227	1,380	1,304	1,273	1,281	1,320	1,162	1,133	1,380	1,286	1,281	1,375	1,343
Covington	113,295	125,895	10,824	10,428	10,603	11,074	10,265	10,549	9,544	9,529	12,214	12,573	12,207	11,768	10,229
Crenshaw	27,786	31,640	2,553	2,645	2,375	2,683	2,710	2,793	2,284	2,231	3,129	2,996	3,608	3,430	2,775
Cullman	187,575	215,399	18,812	18,382	17,722	19,572	18,812	18,716	16,707	16,684	20,955	20,727	22,873	22,245	19,142
Dale	68,240	75,869	6,185	6,600	6,202	6,488	6,358	7,762	6,030	5,840	8,539	8,187	8,681	9,126	7,334
Dallas	175,594	194,607	16,282	16,425	16,114	16,994	15,839	18,316	15,144	15,002	18,850	17,809	18,998	18,654	15,102
DeKalb	130,363	147,697	12,411	13,086	13,329	13,358	12,446	13,041	11,185	10,625	13,595	12,894	14,283	13,434	12,584
Elmore	70,140	77,805	6,272	6,290	6,265	6,372	6,281	6,622	5,864	6,271	7,204	6,920	7,367	7,417	5,849
Escambia	127,926	142,384	11,807	12,631	11,360	12,739	12,208	13,546	10,617	10,485	12,566	11,907	12,648	12,673	10,313
Etowah	320,993	371,328	32,893	33,264	31,657	33,003	31,417	34,554	29,174	28,481	34,737	33,930	35,628	34,314	29,723
Fayette	78,218	89,529	7,208	7,492	7,113	7,576	7,748	8,821	6,583	6,396	8,011	8,129	9,417	8,555	7,746
Franklin	81,682	91,365	8,958	9,442	6,856	7,053	7,341	7,363	6,226	6,228	9,951	9,342	8,716	9,550	6,600
Geneva	90,583	99,129	7,688	8,917	9,252	8,225	7,897	8,785	7,684	7,905	9,331	9,659	10,165	9,109	8,449
Greene	15,674	19,818	1,587	1,577	1,619	1,697	1,492	1,644	1,193	1,348	1,772	1,590	2,052	1,801	1,400
Hale	27,512	30,557	2,418	2,762	2,601	2,526	2,521	2,740	2,334	2,346	2,881	3,168	2,941	3,019	2,073
Henry	38,414	43,841		4,039	3,657	3,744	3,558	4,092	3,514	3,261	4,280	4,140	4,148	4,003	3,183
Houston	380,869	429,803	34,008	35,086	34,920	39,220	36,377	40,442	34,542	35,048	38,347	35,536	38,258	36,650	34,811
Jackson	133,812	147,746	12,262	12,678	12,838	12,820	12,468	12,926	10,760	10,611	13,926	13,960	14,262	13,677	12,085
Jefferson	3,854,080	4,307,024	361,595	370,435	354,973	389,993	375,797	434,427	354,864	344,550	399,654	392,198	404,380	400,973	336,679
Lamar	25,669	30,047	2,497	2,536	2,316	2,722	2,703	2,840	2,361	2,268	2,876	2,879	3,177	2,977	2,603
Lauderdale	210,477	242,869	20,766	21,455	19,752	20,523	20,983	24,846	17,716	16,654	22,576	21,000	21,887	20,929	18,577
Lawrence	47,520	53,251	4,289	4,721	4,283	4,645	4,512	5,189	4,788	3,852	5,224	5,156	5,670	6,168	4,063
Lee	220,081	251,615	20,811	21,022	21,490	22,877	21,539	22,520	20,641	19,789	23,050	23,410	24,120	23,132	18,612
Limestone	111,708	128,949	11,478	11,462	10,264	11,602	11,141	11,304	9,261	9,068	11,895	12,004	13,066	11,994	10,048
Lowndes	18,696	21,844	1,887	1,743	2,006	2,112	1,739	2,474	1,719	1,658	1,969	1,920	2,095	2,138	1,767
Macon	38,802	43,409	3,538	3,646	4,001	3,847	3,472	3,572	3,719	3,260	4,024	3,765	3,915	4,057	2,982
Madison	650,561	712,693	60,668	64,238	57,876	62,615	61,299	66,144	52,838	52,753	65,230	63,325	66,787	61,081	53,742
Marengo	69,963	72,357	5,493	5,682	5,994	6,721	6,000	6,260	5,520	5,521	6,815	5,760	8,547	6,811	6,520
Marion	71,945	65,426	5,712	5,790	5,434	5,600	5,589	6,105	5,028	5,000	6,599	6,256	7,417	6,420	6,274
Marshall	245,626	268,585	23,619	23,601	21,674	23,905	22,581	24,559	20,911	20,632	25,492	23,522	26,430	24,994	22,915
Mobile	1,310,142	1,484,382	126,278	126,894	117,375	122,299	121,243	135,736	117,119	111,450	133,519	132,945	135,707	125,471	98,542
Monroe	99,183	156,798	11,597	11,979	11,761	12,761	11,897	11,979	8,141	8,584	10,305	8,961	9,328	7,546	6,214
Montgomery	880,001	1,033,750	86,159	92,675	86,544	90,425	88,220	95,997	74,637	80,639	93,725	89,422	94,460	93,070	70,462
Morgan	424,408	464,592	35,985	37,019	38,217	40,948	35,403	36,677	32,911	30,764	35,049	45,943	45,160	38,724	34,129
Perry	25,212	28,053	2,362	2,342	2,806	2,454	2,398	2,646	2,180	2,081	2,672	2,633	2,769	2,684	2,085
Pickens	42,799	47,704	3,805	3,932	3,884	4,161	4,226	4,303	3,265	3,575	4,485	4,013	4,790	4,900	3,950
Pike	78,968	89,389	7,528	7,428	7,473	7,734	7,271	8,172	6,594	6,162	8,016	8,232	8,890	7,939	5,963
Randolph	47,582	51,960	4,122	4,098	4,106	4,413	4,231	4,989	4,214	3,872	4,609	4,005	4,326	4,402	3,401
Russell	74,833	83,268	7,168	7,446	6,940	6,976	6,928	7,189	6,397	6,100	7,454	7,210	7,799	7,631	6,029
St. Clair	74,776	94,879	8,618	9,597	8,332	8,587	8,057	7,837	7,540	7,277	9,457	9,356	10,111	9,992	9,129
Shelby	198,671	231,350	20,791	21,678	18,557	20,947	20,840	19,431	18,584	18,488	21,800	20,421	23,865	19,792	14,716
Sumter	28,493	30,578	2,595	2,671	2,632	2,786	2,567	2,875	2,408	2,203	2,927	2,626	2,978	2,984	2,527
Talladega	167,255	184,561	15,395	16,749	15,507	16,007	15,062	17,621	14,901	14,290	17,690	16,480	18,094	17,355	14,119
Tallapoosa	107,804	116,459	9,578	10,026	9,492	10,332	9,030	10,266	8,444	8,159	10,349	9,500	10,226	10,431	8,930
Tuscaloosa	432,745	474,953	38,448	42,121	42,063	41,010	41,471	44,109	37,350	36,539	41,786	40,758	43,617	42,193	35,863
Walker	200,992	223,305	20,657	19,959	19,667	19,697	19,321	19,729	17,972	18,015	21,637	20,043	21,228	19,963	17,189
Washington	20,696	23,013	2,047	2,226	1,906	1,949	2,066	2,205	1,902	1,974	2,126	2,171	2,421	2,206	1,742
Wilcox	26,164	29,989	2,648	2,539	2,327	2,415	2,644	2,570	2,437	2,803	2,938	2,640	2,901	2,925	2,219
Winston	66,452	79,900	6,786	7,509	7,152	7,189	5,805	6,943	6,202	6,441	7,470	7,252	8,766	8,402	6,895
Statewide[1]	2,603,581	2,908,331	232,238	265,150	246,538	260,974	287,162	355,790	208,123	245,340	278,966	247,369	294,366	299,437	234,494
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[2]															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	821	808	1,779	367	915	465	794	1,122	551	793	840	1,195	415
Residential	3,641	5,366	346	524	1,194	221	587	273	186	268	412	84	378	238	220
Nonresidential	7,374	3,482	394	132	510	103	70	110	514	757	26	554	317	866	109
Birmingham															
Building permits ($1,000)															
Total	82,340	115,704	5,700	5,351	12,230	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367	12,367
Residential	26,683	30,517	1,381	1,600	5,469	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964	2,117
Nonresidential	23,658	38,577	395	572	1,885	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839	3,692
Decatur															
Building permits ($1,000)															
Total	44,141	49,063	4,504	4,900	4,253	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397	5,103
Residential	13,610	14,710	1,085	1,233	1,114	1,157	994	820	689	796	1,003	1,153	1,472	1,366	1,269
Nonresidential	29,259	32,950	3,290	3,513	3,010	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860	3,661
Dothan															
Building permits ($1,000)															
Total	25,744	17,171	1,459	1,243	1,214	2,179	1,207	1,869	3,086	1,797	3,642	2,363	1,497	2,923	2,190
Residential	12,313	7,434	696	671	448	727	507	584	810	1,058	1,152	1,400	979	1,766	497
Nonresidential	10,847	7,194	307	379	1,496	155	778	1,100	2,031	550	2,263	696	203	808	1,408
Gadsden															
Building permits ($1,000)															
Total	23,217	16,498	678	6,720	976	706	2,325	282	699	1,306	651	2,064	1,091	1,101	1,027
Residential	4,349	5,904	135	1,752	197	299	2,149	36	188	122	190	1,515	564	559	445
Nonresidential	16,334	8,588	427	4,967	544	15	17	18	359	1,063	174	253	294	298	335
Huntsville															
Building permits ($1,000)															
Total	41,647	60,331	6,055	4,136	3,905	3,427	5,427	5,390	4,061	2,818	7,587	5,812	3,380	5,765	6,542
Residential	22,982	29,097	3,276	1,743	982	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842	1,164
Nonresidential	12,740	25,497	2,453	1,887	2,436	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545	4,873
Mobile															
Building permits ($1,000)															
Total	102,479	78,754	6,709	3,942	3,897	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520	5,352
Residential	52,028	25,381	828	1,182	1,141	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470	832
Nonresidential	40,244	41,272	4,680	1,833	1,786	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864	3,532
Montgomery															
Building permits ($1,000)															
Total	80,309	88,523	4,541	5,081	17,405	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798	5,020
Residential	36,563	42,252	2,123	2,718	2,391	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046	2,293
Nonresidential	35,762	36,716	1,589	1,538	14,041	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856	1,808

GENERAL BUSINESS INDICATORS FOR ALABAMA--CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES --CONTINUED															
Quad-Cities[13]															
Building permits ($1,000)															
Total	34,845	34,412	1,850	3,922	2,525	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146	1,818
Residential	17,430	16,330	899	1,562	981	1,933	602	739	530	930	2,379	2,267	1,787	1,216	871
Nonresidential	14,122	15,011	747	2,101	1,278	564	155	250	74	595	86	820	700	658	755
Selma															
Building permits ($1,000)															
Total	4,859	6,474	309	339	262	1,592	554	289	561	402	995	450	426	538	650
Residential	2,546	1,765	130	148	180	110	195	202	450	264	351	159	274	234	429
Nonresidential	1,075	3,296	80	.....	4	1,276	247	.....	43	.....	463	101	48	92	59
Tuscaloosa															
Building permits ($1,000)															
Total	38,714	29,257	1,560	2,738	3,627	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555
Residential	25,828	16,549	838	1,894	908	1,124	769	441	813	1,097	1,565	791	1,453	2,221	793
Nonresidential	9,550	8,916	568	462	2,418	1,941	254	380	139	492	798	192	422	103	5,485

NOTE: A complete listing of data sources is available in this issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. Monthly sales **figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Dr. Edward Smith Named Interim Dean

Dr. Edward M. Smith, who has served as Associate Dean of the College of Commerce and Business Administration at The University of Alabama since 1974, has been appointed Interim Dean for 1979-80. The announcement was made by Dr. Richard Thigpen, Vice President for Academic Affairs at the University.

Dr. Jack Fielden, who served as C&BA Dean for eight years, has stepped down from administrative responsibilities. During the next year, as Dean on Leave, he will be working with the University's Office of Academic Affairs in helping develop an international program. In the fall of 1980, he plans to return to teaching in C&BA as Distinguished Professor of Written Communication.

Dr. David Mathews, President of the University, said, "The University of Alabama is deeply indebted for the outstanding leadership given the College of Commerce and Business Administration by Jack Fielden over the past eight years. His tenure has seen the already outstanding reputation of the college enhanced dramatically."

"Dean Fielden's record as an educator and administrator is known in commercial circles throughout the state and nation," Dr. Mathews said. "As we move ahead with our international initiatives, his leadership will be a sure guide to successful partnerships with the business community."

Dr. Thigpen noted that the College of Commerce and Business Administration is the fastest-growing academic college at the Capstone. He also pointed to the growth in private giving, a 27% increase in number of faculty, and a significant increase in the number of scholarships in the college during Fielden's years as Dean.

"Our continuing goal is to make this college the best business school among the state universities in the nation," Dr. Thigpen said. "Under Dean Fielden's leadership, progress toward that goal has been accelerated at a very impressive rate. We also feel fortunate to have the highly qualified and respected leadership of Dr. Ed Smith to guide the daily operation of the college."

Dean Smith, an authority on marketing, was acting head of the Department of Marketing in 1971 and in 1972 was appointed first chairman of interdisciplinary programs and director of undergraduate programs at the college. He received his bachelor of science degree in pharmacy and a masters degree in marketing from the University of North Carolina. He earned his doctorate in business administration from The University of Alabama.

Alabama Business is a monthly publication of the Center for Business and Economic Research of The University of Alabama College of Commerce and Business Administration. Articles reflect the opinions of the authors, but not necessarily those of the staff of the Center, the faculty of the College of Commerce and Business Administration, or the administrative officials of The University of Alabama.

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College of Commerce and Business Administration

Edward M. Smith, *Interim Dean*

Center for Business and Economic Research

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Marsha Baines, *Research Clerk*
Patricia Murphy, *Research Clerk*
Michelle Ford, *Research Clerk*

The Economy in Perspective:

Energy Resources and the Future

Energy consumption is an integral part of all economic activity, but a technologically complex economy—such as that of the United States—is especially dependent on a continual supply of specialized types of energy resources. What is produced, how it is produced, and where it is produced are strongly influenced by the specific types of energy resources available and by the technologies that have been developed to utilize these resources in a particular economic system. Interruption of the supply of the accustomed energy resource can be devastating to an economic system even though other energy resources are available in abundance. This is the present situation of the United States in regard to petroleum and natural gas.

Since 1920, increasing energy use has been an essential feature of the steady improvements in the real standard of living of the United States. Between 1920 and 1977, the annual total per capita energy consumption in this country grew from 186 million Btu's (British thermal units) to 351 million Btu's. Moreover, this growth in per capita energy consumption has been entirely in the form of petroleum and natural gas resources. Per capita consumption of other primary energy resources (except nuclear) has been declining.

In 1920, petroleum and natural gas accounted for only 17% of energy consumption; in 1977, they accounted for 75% of total energy consumed. Coal was the dominant source of energy in the United States in 1920; since then, however, coal production and—most importantly—coal use technology have stagnated while economic growth has become oriented toward petroleum-using technology.

In recent years, it has become apparent that the world's petroleum resources are not adequate to provide for present petroleum consumption rates over a long term. Petroleum exploration and production costs have already risen sharply. Moreover, world petroleum resources are distributed geographically in a way that is disruptive of established patterns of trade and wealth distribution and potentially disruptive of the established geo-political balance.

Had petroleum never been discovered, the growth of our economy would have been along an entirely different development trajectory. Not only would our energy-related production technologies be different in many ways, but there would also be significant differences in the types of goods and services consumed, in transportation systems developed, in the pattern of housing and urban growth, and in the geographical distribution of economic activity. The distribution of income and wealth among specific individuals would undoubtedly have been different from that which presently exists. In some ultimate economic sense, our aggregate level of well-being might have become as high as that which we enjoy today, but the structure and form of economic life would have adopted a quite different pattern.

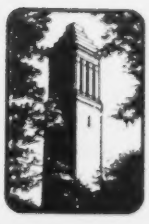
Because we have discovered and used petroleum, however, our production technology, consumption patterns, and other economic relationships have assumed a form specifically adapted to petroleum utilization. Our current level of economic welfare depends on a complex structure of capital, production and distribution systems, and labor specialization which has gradually evolved in conjunction with petroleum use.

The vast coal resources of the United States have taken on a new significance as one means of escape from the present dependence on petroleum. The problem which we face is not an energy shortage per se. Just by looking at the coal resource base (437 billion tons have been identified as recoverable), it is apparent that a vast potential supply of energy exists within the boundaries of the United States.

In 1977, total U.S. energy consumption was 75 quadrillion Btu's. This amount of energy is the equivalent of only 3 billion tons of coal.

Other sources of energy—such as oil shale, solar power, and nuclear power—offer comparably large energy potentials. The problem facing the United States and other industrial nations is how to adjust from the use of one set of energy materials to the use of another with a minimum disruption of existing economic and social relationships. Complicating the adjustment is the additional problem of defining a substitute set of energy sources which will be compatible with our environmental goals.

It seems inevitable that a new pattern of energy resource utilization will emerge in the future to supplant the petroleum-based system of the present. With it will emerge an altered pattern of economic relationships. If economic stability is to be maintained during the period of transition, it is essential that the development of new energy systems accommodate the constraints imposed by the existing structure of economic relationships. The alternative is a sharp discontinuity in our path of economic development, contraction of production possibilities, and a resulting sacrifice of economic welfare.—**Ronald Bird**



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